

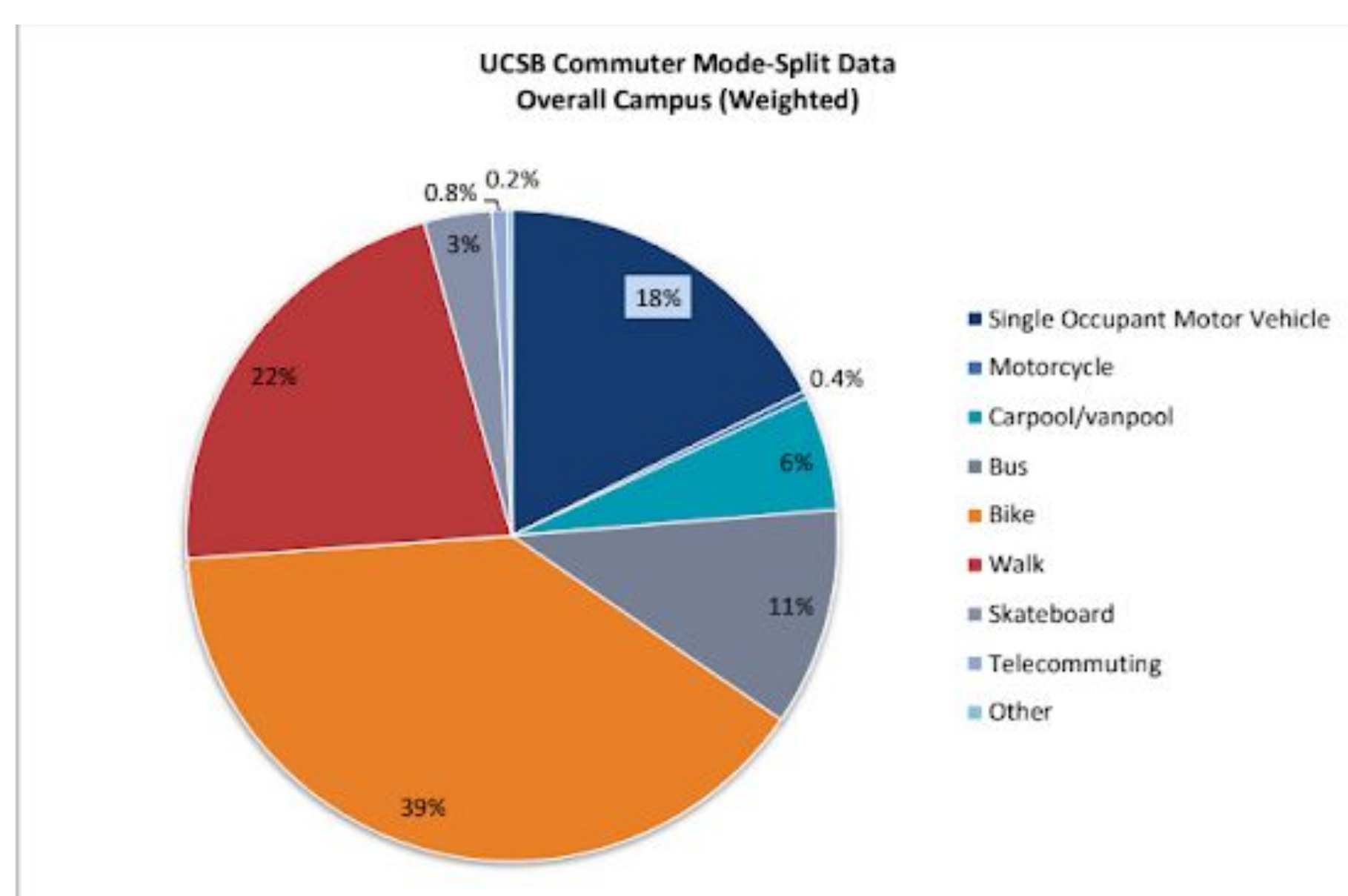
Approaching Alternative Transportation at UC Santa Barbara

Barbara
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Introduction

In November 2013, all UC campuses pledged to make their vehicle fleets emit net zero greenhouse gases by the year 2025. UC Santa Barbara has been working on this lofty goal by implementing electric vehicles on and around campus and by establishing effective alternative transportation programs for their staff, faculty and students. To establish specific and achievable goals, UCSB has begun writing their first master transportation plan. This plan represents information collected from data analysis and surveys that the campus has compiled and analyzed over the last four years in order to quantify progress.

The Carbon Neutrality Initiative has propelled UCSB's progress by funding student fellows who are working towards applying solutions to make these goals a reality at their home universities. As an alternative transportation CNI fellow, it has been my job to work with a team and find the most effective ways to find solutions that work for our campus in Santa Barbara.



Project Goals

Over the past 2018-2019 school year the overall goal of this fellowship has been analyzing UC Santa Barbara's progress towards emitting net zero greenhouse gases with their vehicle fleet by 2025. After that, we made decisive goals to further such progress. The main focus of this project has been increasing alternative transportation ridership amongst UCSB's staff and faculty.

Methods

It seems as if the most effective change in getting people to use more alternative transportation takes place through personalized approaches. Making the switch is all about convenience - convenient alternatives and convenience in finding information about those alternatives. Therefore, after analyzing gathered data for gaps in program effectiveness, campaigns were carried out through the year in order to specifically address those gaps.

Results and Outcomes

There were many results and outcomes borne out of this personalized campaign for promoting alternative transportation on UCSB's campus.

The first outcome came in the form of informational newsletters that catered to specific groups of people according to where they live. These newsletters advertised exactly what forms of alternative transportation is available to which people and what specific benefits they offer.

Building off of these newsletters, we then created videos representing the same information in the newsletters for viewers to watch along with visuals. This made it even easier for people to be aware of the benefits of alternative transportation that they have access to through UCSB.

In the newsletters and videos, information and resources that already exist on our transportation page was emphasized. Other information like this that many people are not aware of was also emphasized such as the fact that UCSB offers appointments with a transportation consultant who can answer any specific questions or address apprehensions in changing ones commute.

Continuing this personalized approach method, we created opportunities for people to physically experience alternative transportation options that UCSB offers promotional deals on. This mainly involved electric vehicles and electric bikes. We did multiple "learn at lunch" events where people had a chance to come touch, operate, and ask questions about electric vehicles and electric bikes in order to be informed, potential buyers.



Realizing that some potential bicycle riders are held back by the price of purchasing a personal bicycle, UCSB implemented a bicycle sharing program. HOPR bicycle share will not only make bicycle transportation more accessible to a wider audience of people, it will also limit the amount of bicycle waste UCSB's campus experiences each year. HOPR offers electric and regular bicycles.

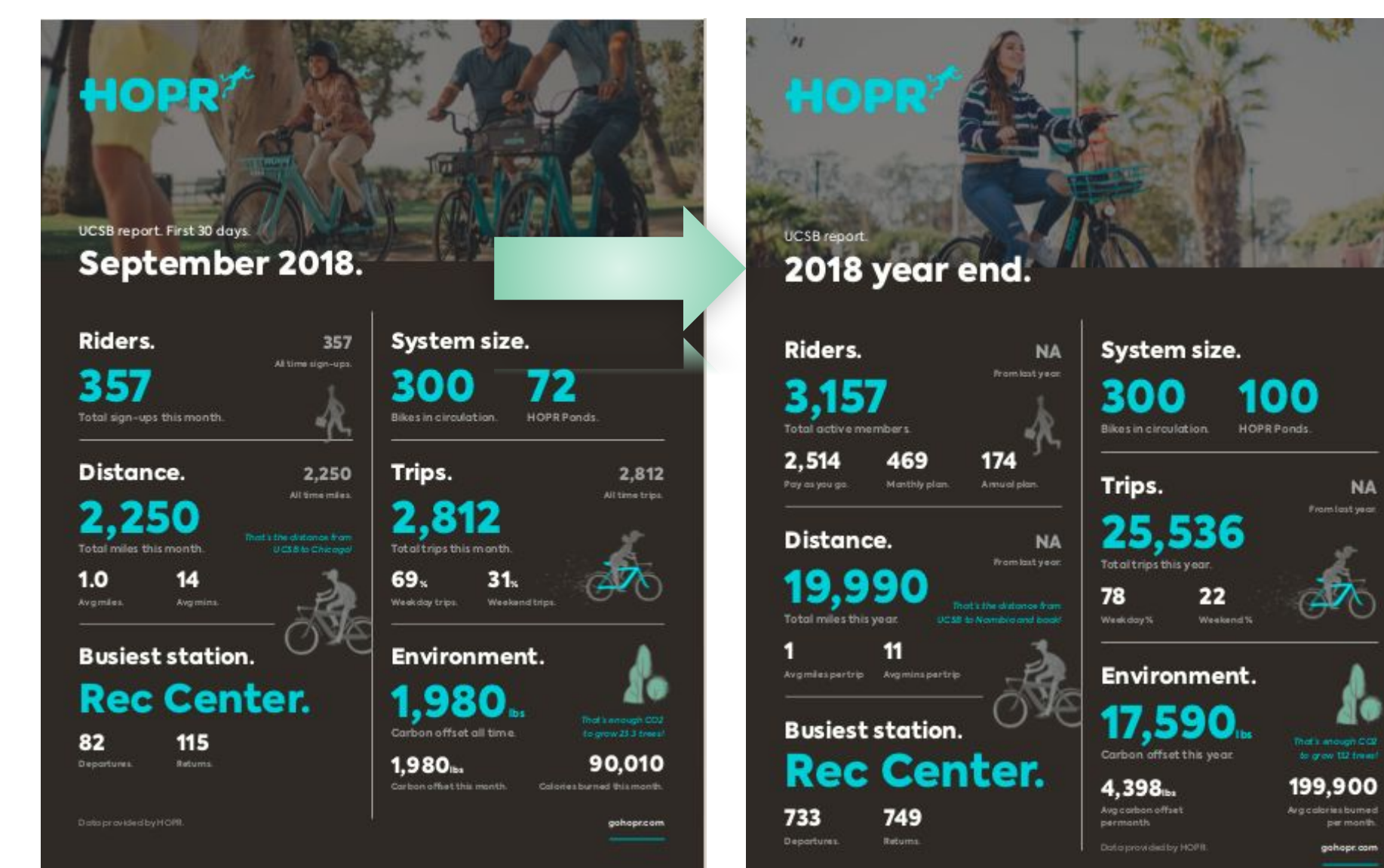
Finally, it has come to attention this year that UCSB needs well defined goals for future infrastructure and budgeting necessary in continuing our work towards achieving carbon neutrality goals. Therefore, a master transportation plan was started and will continue into completion next year. This plan has an underlying goal of promoting alternative transportation and sustainable practices.

Conclusions

Until data from 2019 transportation surveys is collected and analyzed, we will not know exactly how successful these years campaigns have been in getting people to use more alternative transportation in their commute.

It was reported by Nissan that some staff and faculty members purchased vehicles after our EV demos. Because our electric bicycle demo happened near the end of the year, it is not yet known if purchases were made following this demonstration.

HOPR ridership significantly increased through the year. With ridership starting at only 357 active members in September, by the years end there were 3,157 active members. That equates to 17,590 pounds of carbon offsets between September and June.



Future Goals

- Work will continue on the master transportation plan and new goals for the 2019-2020 school year will soon be defined.
- Continue gaining better understandings of barriers and frustrations that people at UCSB face when considering adopting alternative transportation methods.
- Create fresh, updated campaigns at the beginning of each school year.

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